

"Warning: Cigarette Smoking is Dangerous to Health, and May Cause Death from Cancer, Coronary Heart Disease, Chronic Bronchitis, Pulmonary Emphysema and Other Diseases". 6/

On October 8, 1975 the Commission was advised that the American Cancer Society's Board of Directors had approved the recommendation of its Tobacco and Cancer Committee that the warning statement be amended to read:

"Warning" Cigarette Smoking  
is a Major Health Hazard and  
May Result in Your Death".

The Commission believes that either of these warning statements would constitute a desirable improvement in the warning being given to consumers. At the same time, however, the Commission recognizes that the warning statement could probably be improved by the substitution of different, equally strong language. Accordingly, the Commission recommends that Congress strengthen the existing warning, and in doing so give serious consideration to both of the warnings set forth above.

The Commission renews its recommendation that the Public Health Cigarette Smoking Act should be amended to require a declaration of the tar and nicotine content of each cigarette, as reported by the most recent Federal Trade Commission test, to appear on all cigarette packages and in all cigarette advertising, and that if further scientific or medical study should develop a sound basis for the listing of any additional dangerous components of cigarette smoke, the listing of those components on all packages and in all cigarette advertising also should be required by law.

---

6/ In last year's report, that recommendation was accompanied by a recommendation that if the cigarette warning were improved, the little cigar warning should be likewise improved, to read:

"Warning: Smoking Little Cigars May Be Dangerous to Your Health and May Cause Death from Cancer, Coronary Heart Disease, Chronic Bronchitis, Pulmonary Emphysema and Other Diseases If Inhaled and Smoked in the Same Quantities as Cigarettes".